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CONSUMER PURCHASES OF

# SELECTED FRUITS AND JUICES

AUGUST 1960

CPFJ- 106

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

October 1960

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

## CONTENTS

	<u>Page</u>
Summary.....	5
Frozen and chilled juices.....	5
Canned single-strength juices.....	6
Canned single-strength fruit drinks.....	8
Fresh and canned fruit.....	9

### Tables and Figures

#### Purchases, percentage of families buying, and prices paid

<u>Table</u>	<u>Figure</u>		
1		Summary.....	10
2		Equivalent purchases of orange products.....	11
3		Equivalent purchases of grapefruit products.....	11
4	1	Frozen concentrated orange juice.....	12
5	2	Chilled orange juice.....	13
6	3	Single-strength orange juice.....	14
7	4	Single-strength grapefruit juice.....	15
8	5	Pineapple juice.....	16
9	6	Prune juice.....	17
10	7	Tomato juice.....	18
11		Miscellaneous and total single-strength juices.....	19
12		Miscellaneous concentrated juices and miscellaneous single-strength fruit drinks.....	19
13	8	Single-strength orange drink.....	20
14	9	Pineapple-grapefruit drink.....	21
15	10	Fresh oranges.....	22
16	11	Fresh grapefruit.....	23
17	12	Canned grapefruit sections.....	24
	13	Percentage of families buying oranges and grapefruit...	25
	14	Percentage of families buying single-strength fruit juices.....	26





CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
AUGUST 1960

By Clive E. Johnson  
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Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers bought a larger volume of frozen concentrated juices in August 1960 than a year earlier, but purchases of single-strength juices, fruit drinks, and fresh and canned citrus fruit were down in total.

Purchases of frozen orange concentrate were up 23 percent from August 1959, while buying of other frozen concentrates held about the same. Among canned single-strength juices, orange juice was up sharply, and prune and pineapple juices rose moderately; but grapefruit, tomato, and miscellaneous canned juices were bought in smaller volume. Chilled orange juice scored a 15-percent gain. Canned orange drink gained some, while pineapple-grapefruit drink was down a little, and miscellaneous fruit drinks were off 12 percent.

August purchases of fresh grapefruit were slow, and canned grapefruit sections were off 23 percent from a year earlier. Retail movement of fresh oranges fell to a new low.

Prices paid for fresh and canned fruit, and miscellaneous fruit drinks were higher than a year earlier, but prices of other commodities were down, with the greatest declines reported for frozen orange concentrate, chilled orange juice, and canned orange juice.

FROZEN AND CHILLED JUICES

FROZEN ORANGE HOLDS AT PRE- FREEZE AVERAGE	Household consumers purchased 4.9 million gallons of frozen concentrated orange juice in August -- a 23-percent increase over the low August 1959 volume. <sup>1/</sup> The heavier movement was associated with more families buying (27.5 percent, compared with 24.5 percent) along with an increase in size of family purchase.
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Cumulative purchases for the season beginning October 1959 through August 1960 were a fourth greater than in the corresponding 11 months of 1958-59.

1/ Data in this report are for 28-day periods to facilitate comparisons.

Yet, despite an increase in population, movement was a little below the same period of 1956-57.

Retail prices averaged 18.1 cents per 6-ounce can, 4.2 cents less than in August 1959. About 29 servings (6-ounce equivalent single-strength) were purchased per buying family at a cost of 4.5 cents each. This was 2 servings more per family than were bought a year earlier when the cost was 5.6 cents per portion. In August 1957, 30 servings were purchased at a price of 3.6 cents each. (See pages 12 and 25.)

MISCELLANEOUS  
CONCENTRATES  
STEADY

Although retail movement of frozen orange concentrate was up, customers held their purchases of all other frozen concentrates to 657,000 gallons, the same as in August 1959. The retail price of miscellaneous concentrates was down 1.3 cents from August 1959 to bring the average cost of these products below frozen orange concentrate. (See page 19.)

ANOTHER HIGH  
FOR CHILLED  
ORANGE JUICE

More than 1.8 million gallons of chilled orange juice were sold in retail stores in August. This makes the fourth month in succession that sales were at a new monthly peak. Movement was 15 percent greater than in August 1959, reflecting more families buying, which more than offset a smaller family purchase. Sales were slow in the last quarter of 1959, and despite heavy buying in recent months, cumulative purchases for the season were about the same as last year.

Prices paid for chilled orange juice were down 4.2 cents to 38.2 cents per quart. This amounted to a cost of 7.2 cents each for the 18 servings (6-ounce) purchased per buying family. A year earlier, 19 servings were purchased at a cost of 8 cents each. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

CANNED ORANGE  
JUICE UP  
SUBSTANTIALLY

Retail sales of 709,000 cases of canned orange juice were 28 percent greater than a year earlier, when movement was the lowest reported in this 11-year series. The proportion of families buying was up about 1 percentage point and the buying family purchase of 1.9 cans was 8 percent larger.

The season's purchase was 10 percent greater than in 1958-59. Unlike frozen orange concentrate, however, sales remained substantially below those of earlier years.

Retail prices averaged 36.9 cents per 46-ounce can, 8.6 cents less than in August 1959. On the average, a buying family paid 4.8 cents per 6-ounce serving for the 15 purchased, as compared with a cost of 5.9 cents each for the 13 servings purchased a year earlier. In the pre-freeze (1954-56) August, 16 servings were purchased at a cost of 4.2 cents each. (See pages 14 and 26.)



NEW AUGUST  
LOW FOR  
GRAPEFRUIT  
JUICE

Purchases of canned grapefruit juice were down 13 percent from a year earlier to a new August low of 566,000 cases. Only about 5 percent of families bought, compared with 6 percent in August 1959. Part of this loss, however, was offset by a higher average family-purchase size.

Retail prices were steady at 30.9 cents per 46-ounce can. The cost of a 6-ounce portion was 4 cents, 0.6 cent more than the pre-freeze August average. Buying families consumed an average of 17 servings, compared with 16 a year earlier or in the average August.

Cumulative purchases for the season were well below those of earlier years, reflecting fewer families buying. Despite low production of the product, supplies available for consumption at the end of August were relatively high. (See pages 15 and 26.)

PINEAPPLE JUICE  
UP 8 PERCENT

An increase in the buying-family purchase of pineapple juice from 15 to 17 servings led to an 8-percent gain in total movement over August 1959. Purchases amounted to 1.1 million cases, and the share of the canned juice market rose from 18 to 20 percent.

Prices paid were down 2.6 cents to 28.8 cents per 46-ounce can. This brought the cost per 6-ounce serving to 3.8 cents, or 1 to 3 cents less than for frozen, chilled, or canned orange juice. (See page 16.)

MODERATELY LARGE  
GAIN FOR PRUNE  
JUICE

Retail sales of prune juice climbed 9 percent over August 1959 to reach 536,000 cases. The gain was associated with an increase in the average size of family purchase to 2.3 quarts. The proportion of families buying held at about 6 percent, and prices were steady at 43.8 cents per quart.

Consumption of prune juice amounted to 12 6-ounce servings per buying family, about 1 serving more than a year earlier. A serving cost 8.2 cents or 1 to 4.6 cents more than the cost for other reported juices or drinks. (See pages 17 and 26.)

TOMATO JUICE  
NEAR LOW POINT

Relatively few families buying, together with a small average size of purchase, resulted in a 21-percent drop from August 1959 in retail sales of tomato juice. The 1.3 million cases bought was about the smallest reported for any month in this 11-year series. Tomato juice accounted for 24 percent of total purchases of canned juices in August as against a 29-percent share a year earlier.

Retail prices were up a little from August 1959 to 27.6 cents per 46-ounce can. At this price, a 6-ounce serving cost 3.6 cents or 0.1 to 4.6 cents less than other juices or drinks. Consumption per buying family amounted to 14 servings compared with 17 a year earlier. (See page 18.)

MISCELLANEOUS  
JUICES OFF  
MODERATELY

servings among the 16 percent of families that bought these products. Prices paid averaged 37.3 cents per 46-ounce can, or 4.9 cents per 6-ounce serving. (See page 19.)

TOTAL SINGLE-  
STRENGTH JUICES  
FALL TO 2-YEAR  
LOW

Consumers bought a total of 5.4 million cases of single-strength juices in August, 4 percent less than a year earlier and the smallest quantity reported for any month since September 1958. About 38 percent of families bought single-strength juices compared with 28 percent buying frozen orange concentrate and 19 percent buying canned fruit drinks. Buying-family purchases averaged 2.5 46-ounce cans or 19 6-ounce servings. In comparison, families buying frozen orange concentrate purchased 29 servings. (See page 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK  
UP SOME

Purchases of orange drink were down sharply from the high July volume to 528,000 cases. This was slightly more than bought in August a year earlier. On a buying-family basis, purchases increased from 18 to 19 6-ounce servings. Retail prices, down 0.9 cent from both July and a year earlier, averaged 28.8 cents per 46-ounce can, or 3.8 cents per 6-ounce serving. (See page 20.)

PINEAPPLE-  
GRAPEFRUIT  
DRINK DOWN  
A LITTLE

Purchases of pineapple-grapefruit drink were down slightly from August 1959 to about 1 million cases. In contrast, movement from February through July was well above year-earlier levels. Purchases averaged 2.3 cans for the 8 percent of families buying. Prices paid, at 28 cents per 46-ounce can, were down 2.3 cents. A 6-ounce serving of pineapple-grapefruit drink cost 3.7 cents, slightly more than tomato juice, but as much as 4.5 cents below the cost of other juices or drinks. (See pages 21 and 26.)

MISCELLANEOUS  
FRUIT DRINKS  
DOWN 12 PERCENT

About 1.5 million cases of miscellaneous fruit drinks were bought for home use in August, a 12-percent decline from the same month of 1959. In contrast to other products, prices of miscellaneous drinks were up 2.7 cents to 34.1 cents per 46-ounce can. Purchases, among the 11 percent of families buying, averaged 19 servings at a cost of 4.4 cents each. (See page 19.)



FRUIT DRINKS  
LOSE 8 PERCENT

In total, consumers bought 3.1 million cases of fruit drinks or 8 percent less than in the preceding August. About 19 percent of families bought these products compared with 22 percent a year earlier. Size of the buying family purchase, however, was up 10 percent.

FRESH AND CANNED FRUIT

ORANGES FALL  
TO NEW LOW

Retail sales of fresh oranges for household use were down seasonally to about 535,000 boxes -- the smallest quantity reported for any month in this 11-year series. The 12 percent of families buying also was the smallest proportion that has been reported. Retail prices at 56.5 cents per dozen were up 3.4 cents to the highest level in nearly 2 years. (See pages 22 and 25.)

GRAPEFRUIT  
DOWN SOME

Purchases of fresh grapefruit also were seasonally low, with movement a little slower than in August a year earlier. Retail prices were up 8 cents to \$1.27 a dozen, and, as for oranges, were the highest reported in nearly 2 years. (See pages 23 and 25.)

GRAPEFRUIT  
SECTIONS NEAR  
LOW MARK

Only 208,000 cases of canned grapefruit sections were bought for home consumption in August. This was a drop of 23 percent from both the preceding month and a year earlier, and was close to the smallest quantity purchased in any month in the 4 years these data have been obtained. The decline resulted from fewer families buying, along with a smaller average size of purchase. Retail prices, steady at 20.8 cents per No. 303 can, were about the same as those during the past 2 years. (See pages 24 and 25.)

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices,  
AUGUST 1960 and 1959

Commodity	Total purchases			Purchases per buying family			Families buying		Average price paid per actual unit	
	Change, 1960-59			August 1960 : August 1959			August 1960 : August 1959		Unit : August 1960 : August 1959	
	1,000 gallons	1,000 cases	Percent	Number	Number	Ounces	Percent	Percent	Unit	Cents
FROZEN CONCENTRATED JUICES:										
Orange	4,879	3,971	23	2.0	2.2	21.7	27.5	24.5	6-oz.	18.1
Miscellaneous	657	670	-2			15.3			6-oz.	17.7
Total	5,536	4,641	19		2.3	17.9		27.6		
CHILLED ORANGE JUICE	1,829	1,585	15	2.8	3.1	38.2	4.2	3.5	32-oz.	38.2
										42.4
CANNED SINGLE-STRENGTH JUICES:										
Orange	709	556	28	1.6	1.7	54.5	6.8	5.8	46-oz.	36.9
Grapefruit	566	652	-13	1.4	1.5	71.1	4.7	5.7	46-oz.	30.9
Pineapple	1,090	1,007	8	1.4	1.4	70.8	8.8	9.2	46-oz.	28.8
Prune	536	494	9	1.9	1.8	39.1	6.1	6.1	32-oz.	43.8
Tomato	1,277	1,621	-21	1.4	1.6	58.2	12.7	14.2	46-oz.	27.6
Miscellaneous 2/	1,230	1,280	-4	1.7		38.3	15.8		46-oz.	37.3
Total	5,408	5,610	-4	2.2		52.3	38.1			
CANNED SINGLE-STRENGTH DRINKS:										
Orange	528	513	3	1.4	1.4	81.6	3.9	4.0	46-oz.	28.8
Pineapple-grapefruit	1,045	1,071	-2	1.3	1.5	82.5	8.1	8.4	46-oz.	28.0
Miscellaneous fruit	1,480	1,680	-12	1.7		65.8	11.0		46-oz.	34.1
CANNED GRAPEFRUIT SECTIONS	208	271	-23	1.4	1.6	38.6	3.5	4.2	16-oz. 3/	20.8
										20.4
FRESH FRUIT:										
Oranges	535	865	-38	1.9	2.0	11.4	12.1	16.9	Doz.	56.5
Grapefruit	190	200	-5	1.8	1.9	4.1	3.7	4.3	Doz.	126.8
										53.1
										118.8

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.



Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May	1,735	1,976	3,503	2,768	457	389	394	343	6,089	5,476
Jun.	1,169	1,401	3,516	2,724	468	357	393	311	5,546	4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.	708	992	3,414	2,640	428	373	331	323	4,881	4,328
Aug.	535	865	3,279	2,609	414	333	316	282	4,544	4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

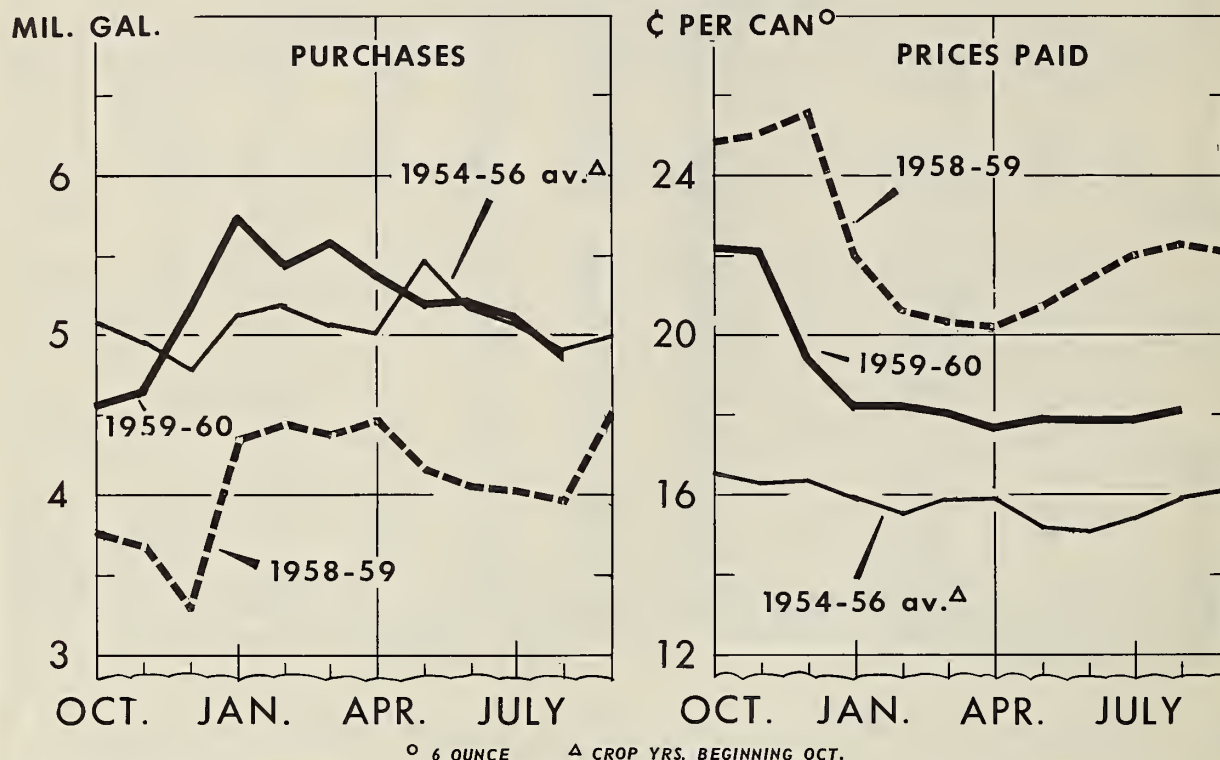
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May	1,160	1,383	432	648	165	144	1,757	2,175
Jun.	570	774	364	523	187	168	1,121	1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.	271	312	345	495	187	199	803	1,006
Aug.	190	200	419	481	145	196	754	877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60 (II) AGRICULTURAL MARKETING SERVICE

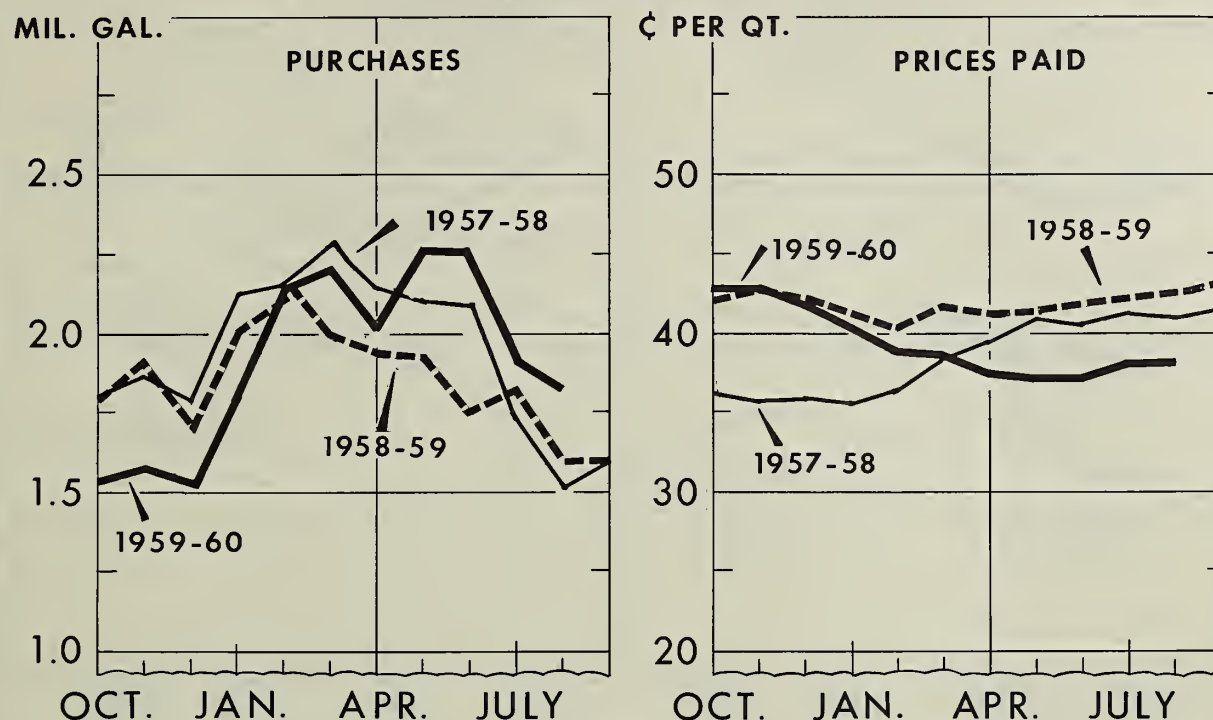
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.		11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.		25,707	32,579						
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May	5,213	4,131	5,441	27.7	24.8	24.2	18.0	20.7	15.2
Jun.	5,232	4,066	5,147	28.3	25.9	23.5	17.9	21.3	15.1
Oct.-Jun.		39,221	49,479						
Jul.	5,081	4,018	5,061	27.2	24.5	22.9	17.9	22.0	15.4
Aug.	4,879	3,971	4,897	27.5	24.5	23.0	18.1	22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season		52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60(II) AGRICULTURAL MARKETING SERVICE

Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May	2,277	1,925	2,099	4.7	4.1	4.2	37.3	41.4	40.9
Jun.	*2,271	1,748	2,087	5.0	3.9	4.0	37.3	41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.	1,911	1,815	1,714	4.4	4.0	3.4	38.0	42.1	41.2
Aug.	1,829	1,585	1,516	4.2	3.5	3.3	38.2	42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

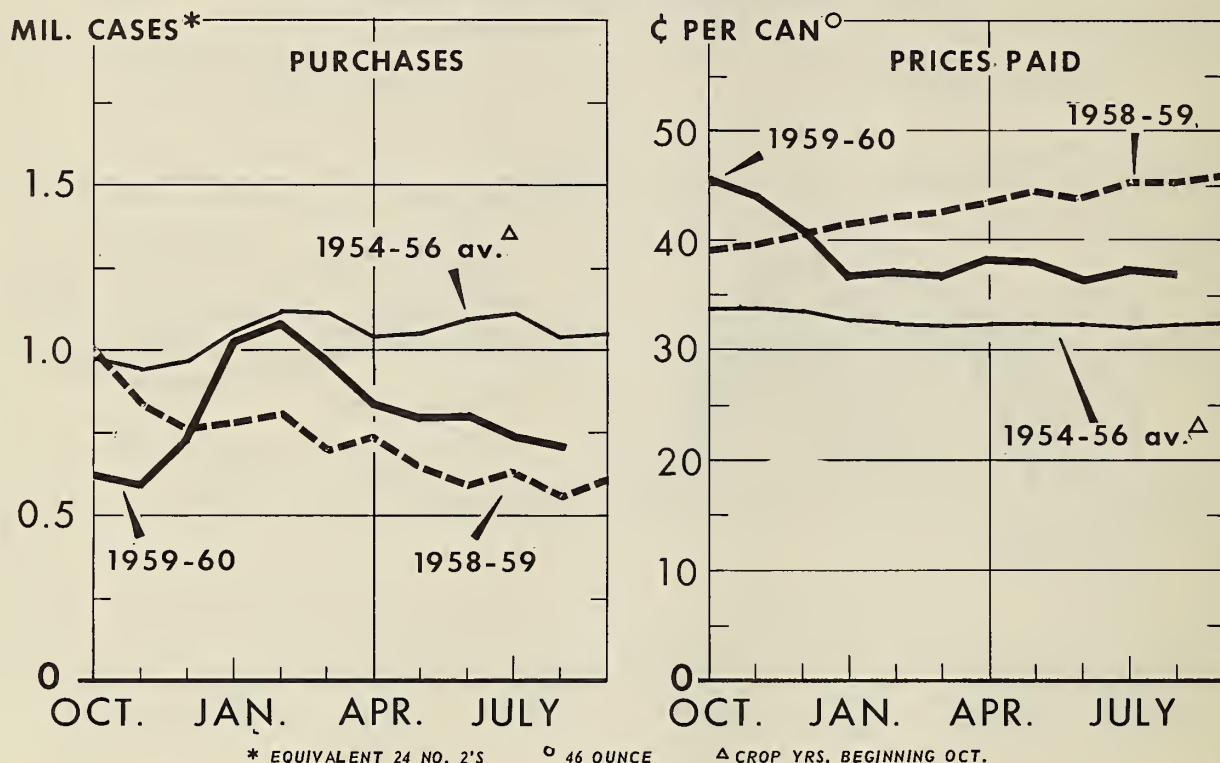
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

\* Revised



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649- 60 (II) AGRICULTURAL MARKETING SERVICE

Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

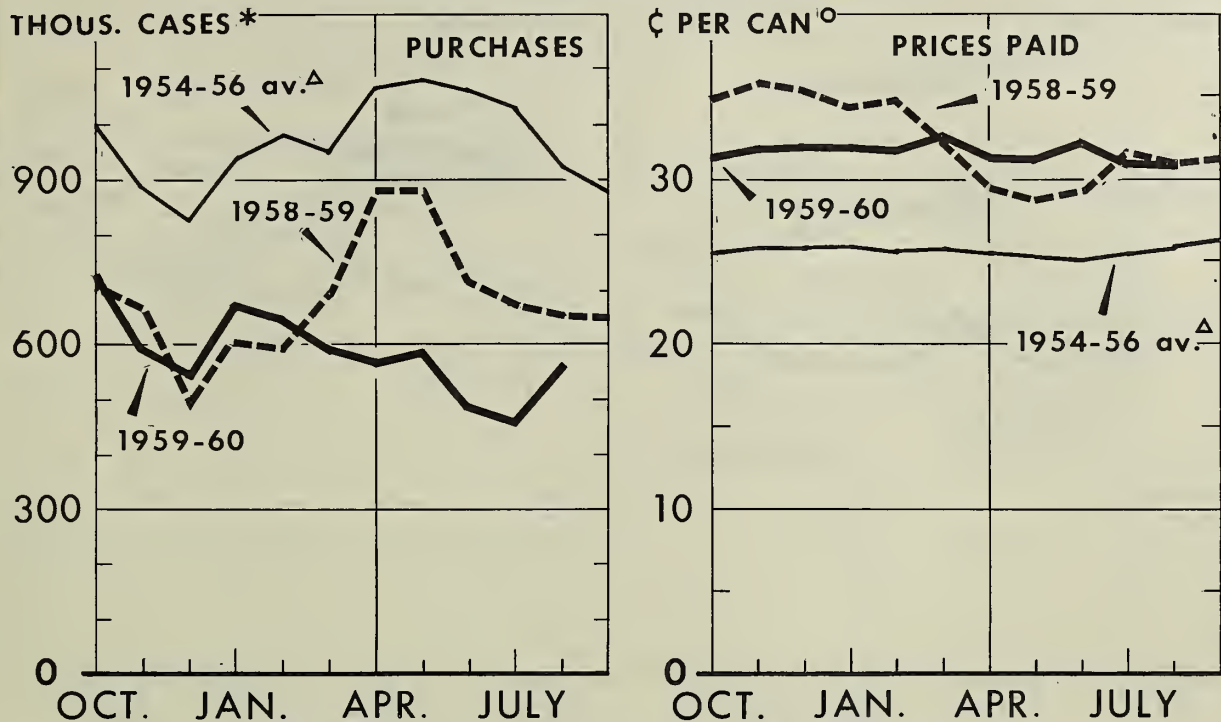
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May	782	650	1,046	6.8	6.3	11.0	38.0	44.5	32.3
Jun.	801	596	1,087	6.8	6.2	11.0	36.8	44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.	733	623	1,110	6.4	6.3	10.4	37.2	45.4	32.0
Aug.	709	556	1,036	6.8	5.8	9.2	36.9	45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2'S    <sup>o</sup> 46 OUNCE     $\Delta$  CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (II) AGRICULTURAL MARKETING SERVICE

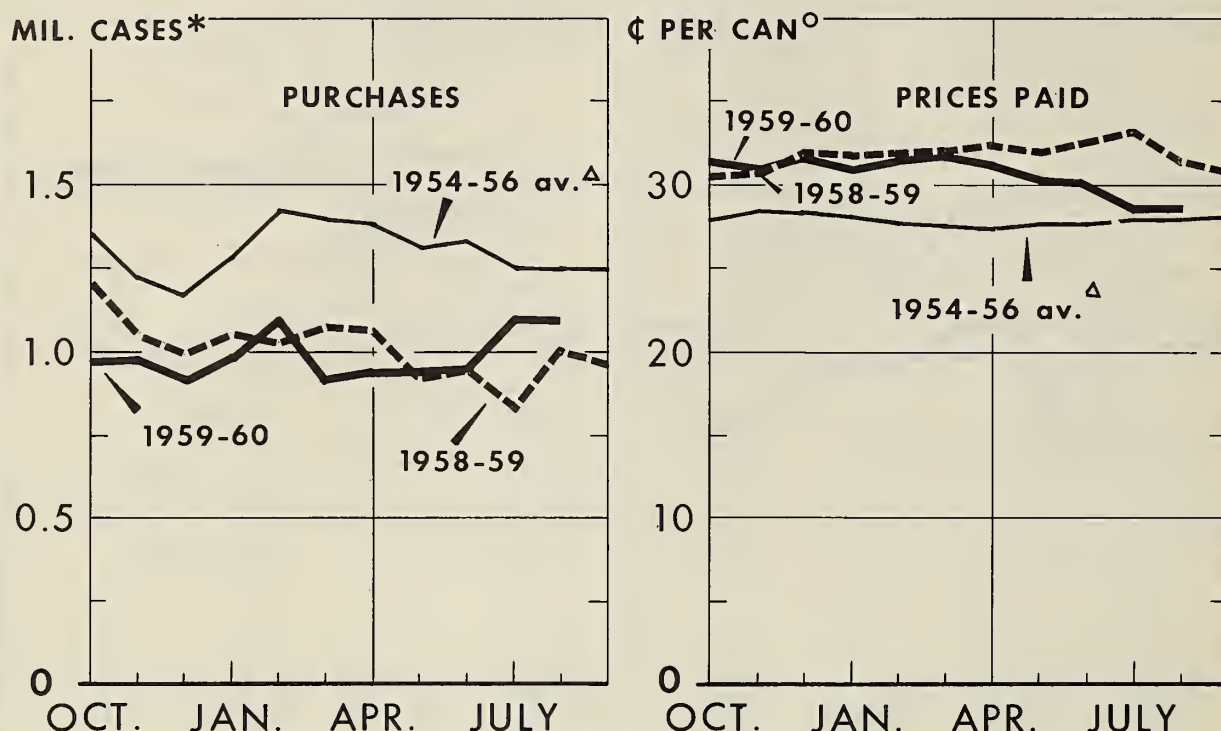
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May	583	882	1,083	5.0	7.5	7.4	31.3	28.8	25.4
Jun.	491	712	1,063	4.5	6.3	7.2	32.1	29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.	465	671	1,032	4.2	5.8	6.1	31.0	31.7	25.5
Aug.	566	652	922	4.7	5.7	6.6	30.9	31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

° 46 OUNCE

Δ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60 (II)

AGRICULTURAL MARKETING SERVICE

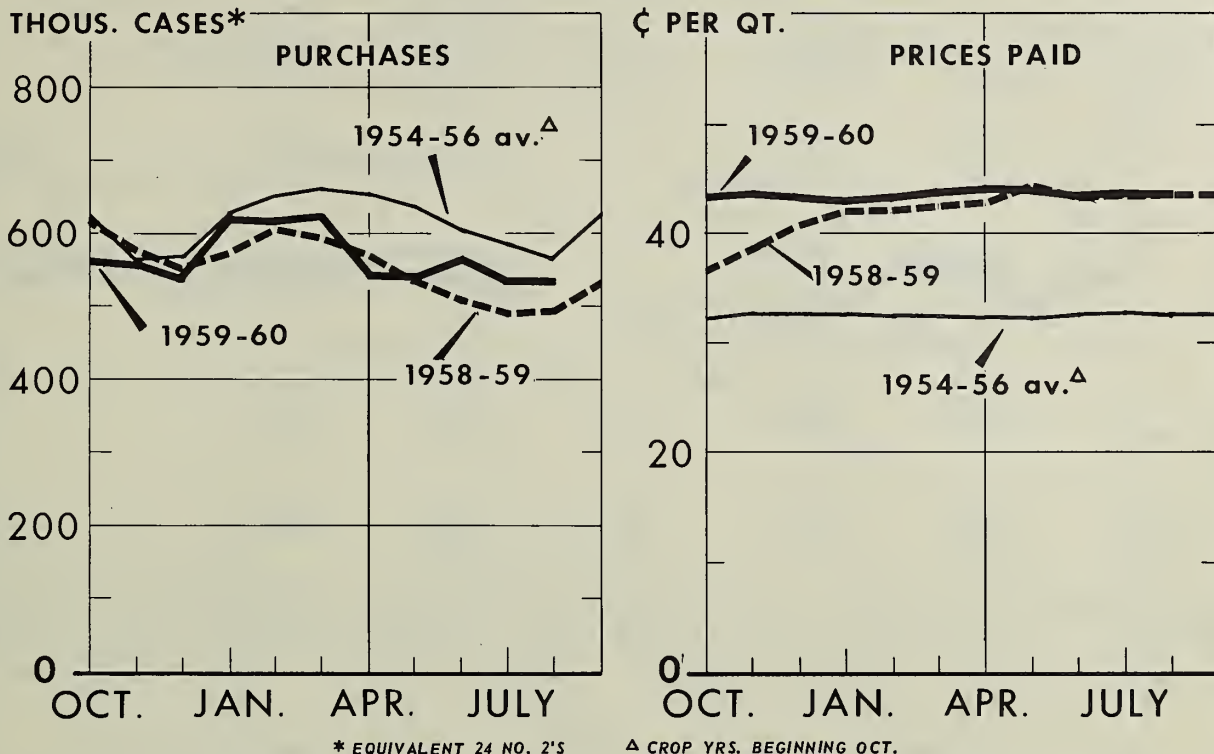
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May	940	926	1,312	8.5	9.3	12.6	30.7	32.1	27.7
Jun.	950	941	1,335	8.7	9.4	12.3	30.2	32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.	1,107	836	1,253	9.1	8.7	12.1	28.7	33.4	28.0
Aug.	1,090	1,007	1,251	8.8	9.2	12.2	28.8	31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-40 (II) AGRICULTURAL MARKETING SERVICE.

Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

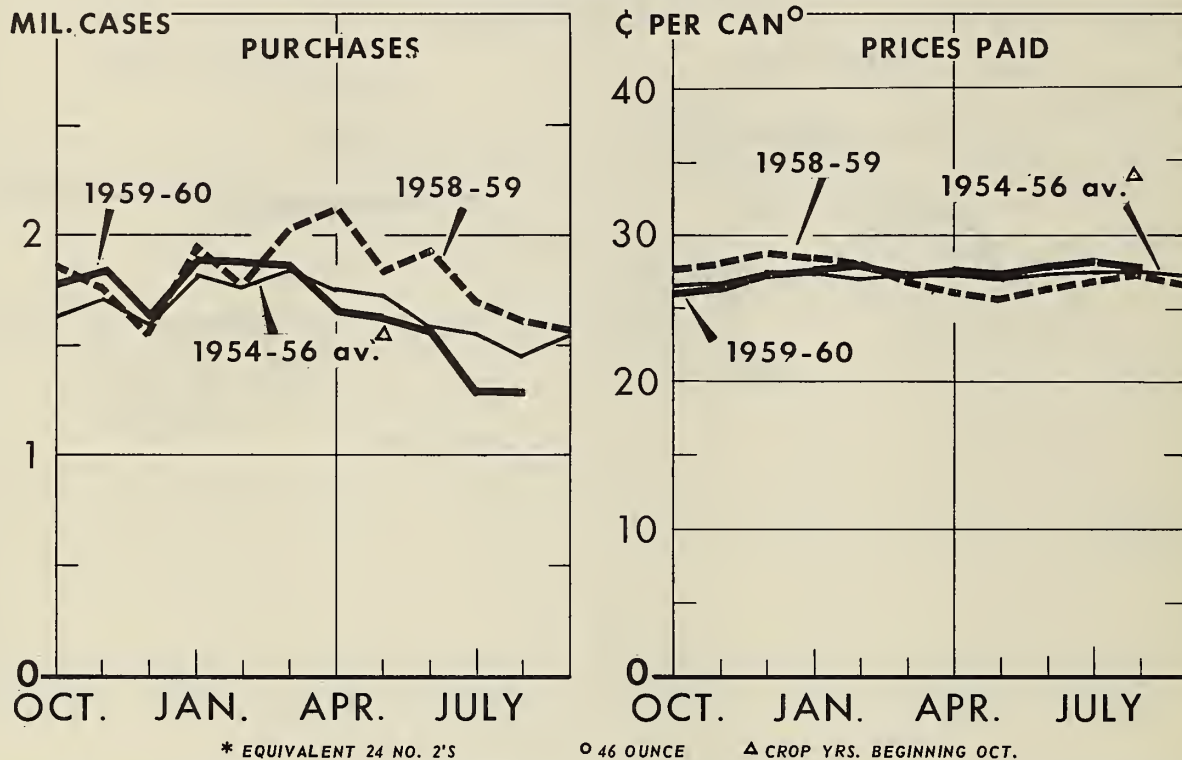
Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May	544	536	636	5.8	6.3	7.0	43.9	44.2	32.4
Jun.	566	507	603	6.1	6.0	6.7	43.5	43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.	536	492	585	5.8	6.3	6.8	43.8	43.4	32.9
Aug.	536	494	566	6.1	6.1	6.5	43.8	43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60 (II) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,566	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May	1,630	1,846	1,715	15.0	16.0	17.4	27.4	25.6	27.0
Jun.	1,581	1,933	1,593	14.8	16.9	17.1	27.8	26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.	1,280	1,712	1,553	12.3	15.0	17.2	28.4	26.9	27.5
Aug.	1,277	1,621	1,449	12.7	14.2	14.5	27.6	27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period <u>2/</u>	Miscellaneous canned juices <u>3/</u>			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April	1,414	1,476		5,944	6,855	
May	1,453	1,598		5,932	6,438	
June	1,475	1,508	1,694	5,864	6,197	6,122
July	1,367	1,378	1,616	5,488	5,712	5,706
August	1,230	1,280	1,494	5,408	5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases <sup>24</sup> No. 2 cans...432 ounces per case.

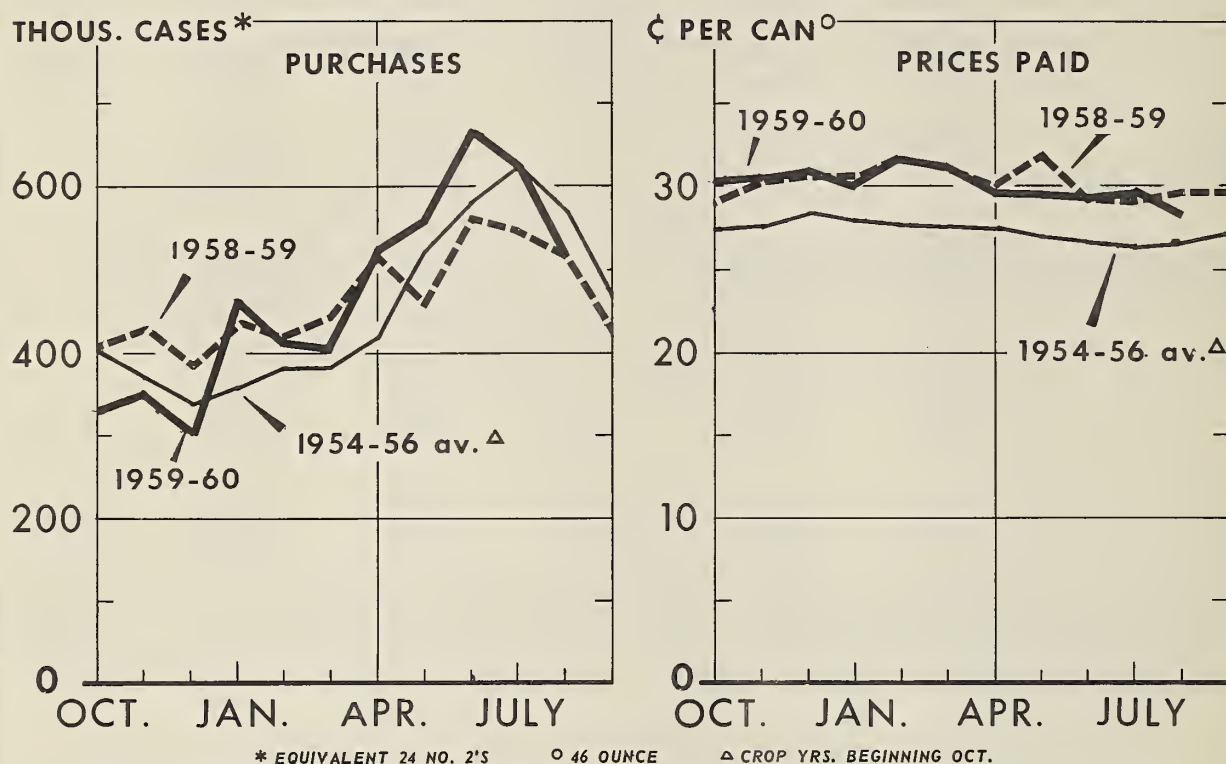
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period <u>1/</u>	Miscellaneous frozen concentrated juices <u>2/</u>				Miscellaneous canned fruit drinks <u>3/</u>			
	Purchases		Prices paid		Purchases		Prices paid	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 cases <u>4/</u></u>	<u>1,000 cases <u>4/</u></u>	<u>Cents</u>	<u>Cents</u>
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May	649	740	18.5	19.1	1,676		34.0	
June	613	801	18.5	18.9	1,902		34.0	
July	625	734	18.5	18.9	1,581	1,795	36.5	31.2
August	657	670	17.7	19.0	1,480	1,680	34.1	31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. 4/ Equivalent cases <sup>24</sup> No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60 (II) AGRICULTURAL MARKETING SERVICE

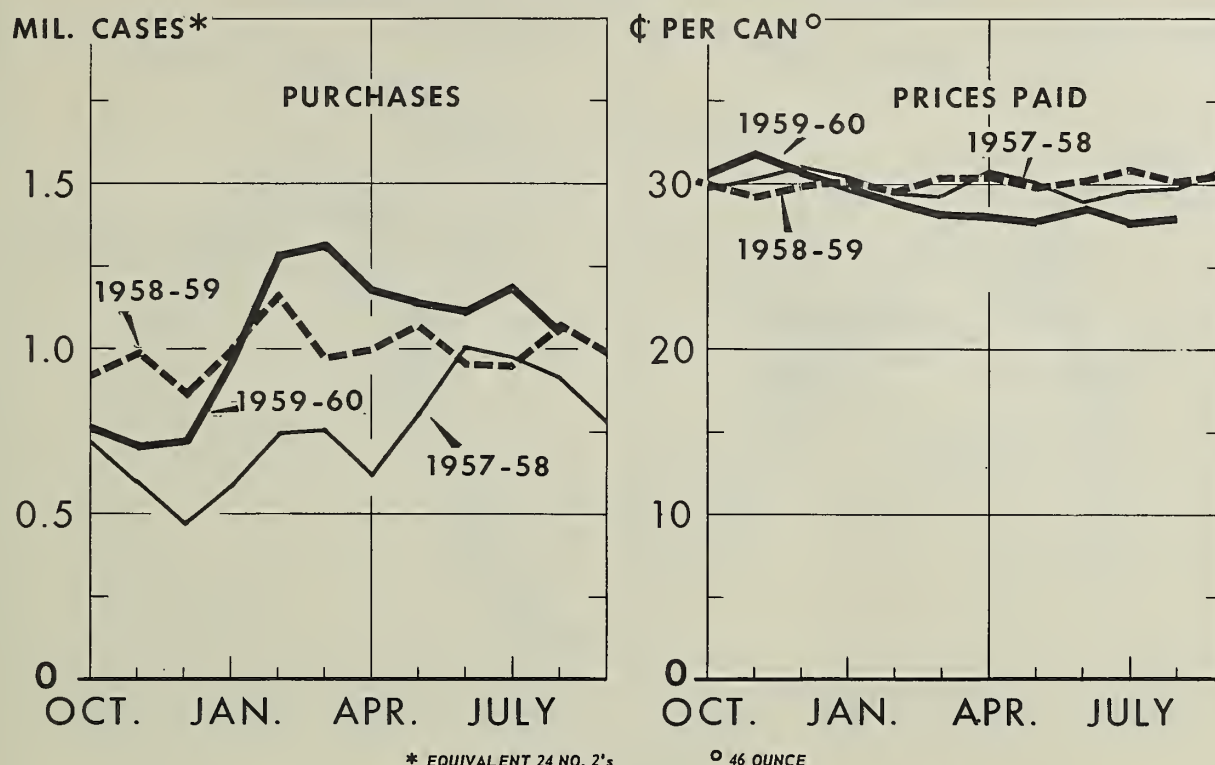
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May	563	461	524	3.8	3.6	3.7	29.9	31.7	27.0
Jun.	663	568	581	4.9	4.2	4.1	29.4	29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.	620	542	621	4.2	3.9	4.6	29.7	29.2	26.3
Aug.	528	513	572	3.9	4.0	4.0	28.8	29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (II)

AGRICULTURAL MARKETING SERVICE

Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

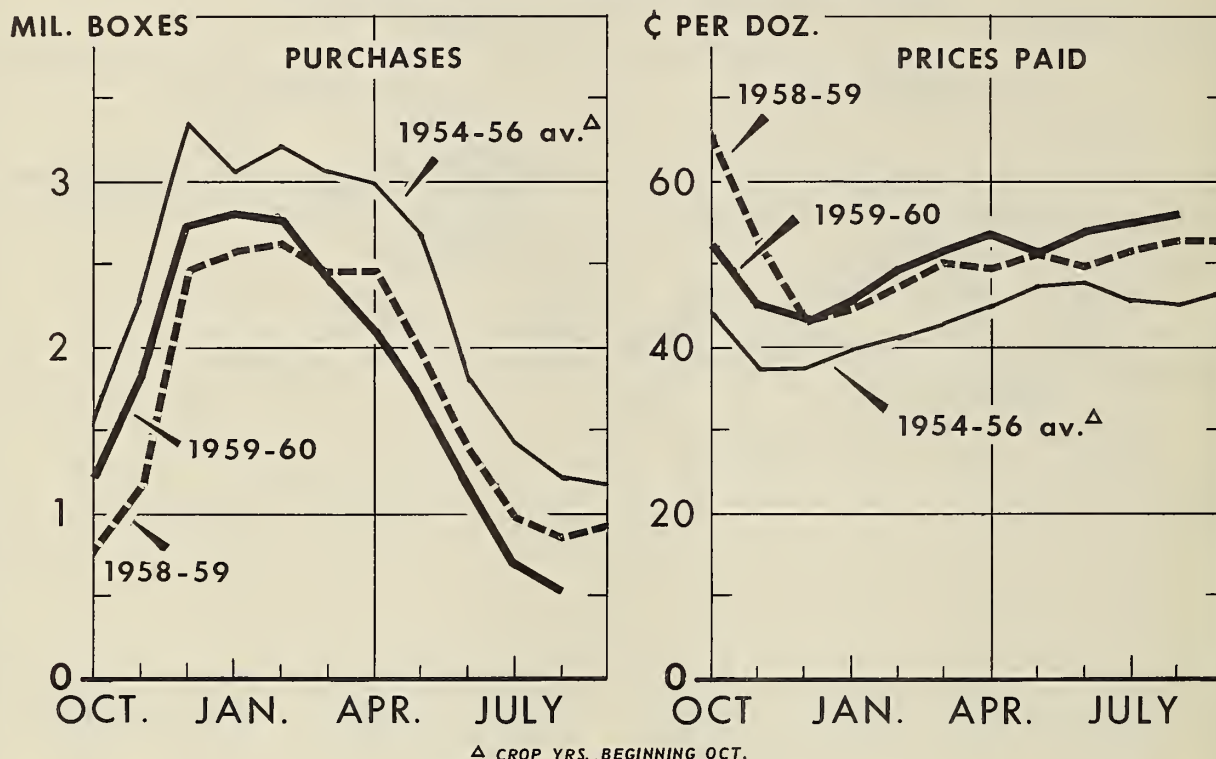
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May	1,158	1,079	808	8.4	9.4	7.3	27.9	29.9	30.2
Jun.	1,125	963	1,068	8.5	8.1	9.2	28.8	30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.	1,192	956	973	8.9	8.4	8.8	27.7	30.9	29.6
Aug.	1,045	1,071	919	8.1	8.4	8.6	28.0	30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60 (II) AGRICULTURAL MARKETING SERVICE.

Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

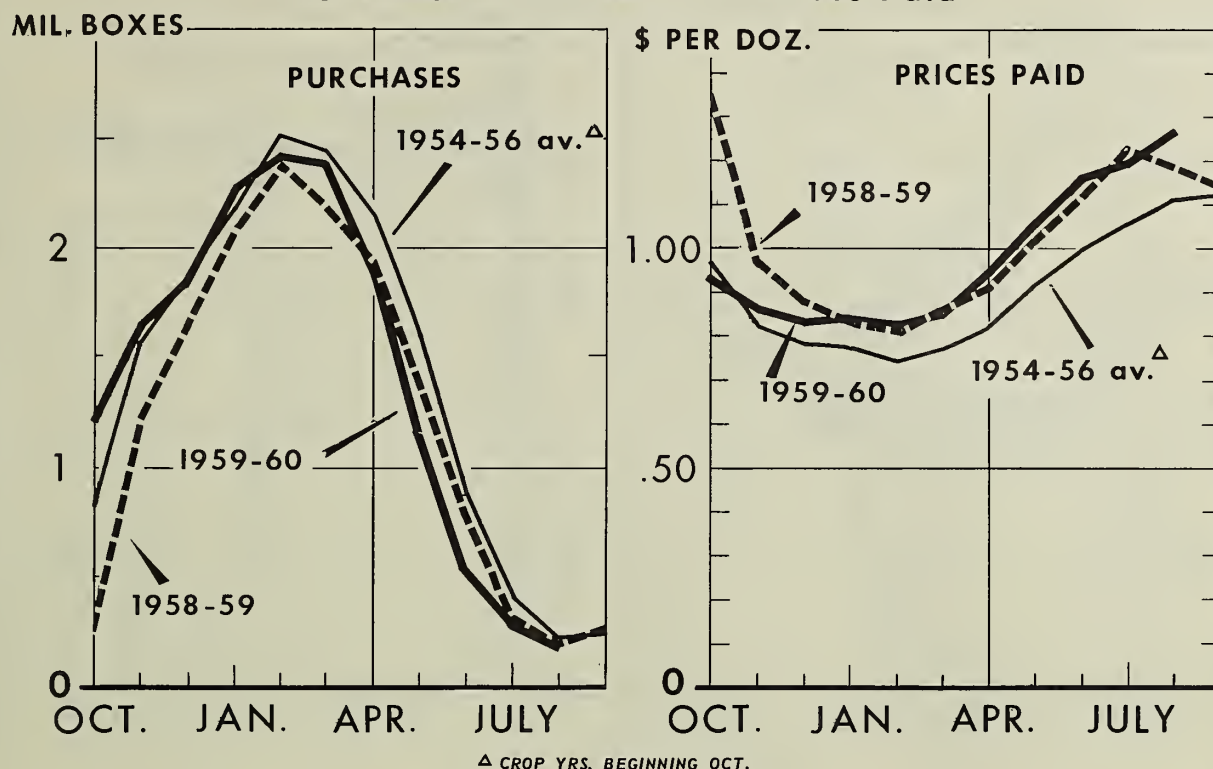
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,000	1,000	1,000						
Nov.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Dec.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Oct.-Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May	1,735	1,976	2,682	31.8	34.5	32.1	51.3	51.2	47.4
Jun.	1,169	1,401	1,801	23.9	27.5	24.2	54.2	49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		708	992	14.8	19.9	17.0	54.6	51.6	45.4
Aug.		535	865	12.1	16.9	14.9	56.5	53.1	45.2
Sep.			948		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658- 60 (11) AGRICULTURAL MARKETING SERVICE

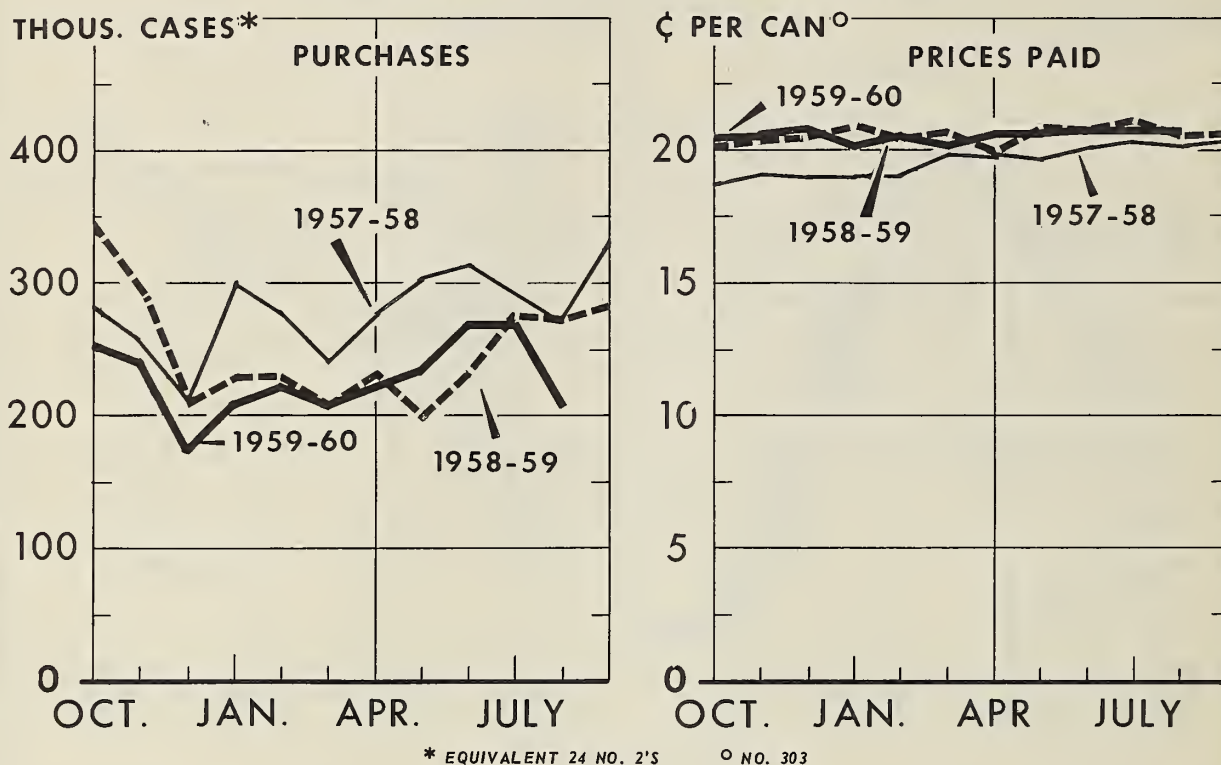
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May	1,160	1,383	1,587	18.2	20.1	18.4	107.3	101.4	91.5
Jun.	570	774	896	10.8	13.2	10.0	116.3	111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.	271	312	421	5.4	6.3	5.3	119.4	122.7	105.9
Aug.	190	200	225	3.7	4.3	3.3	126.8	118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

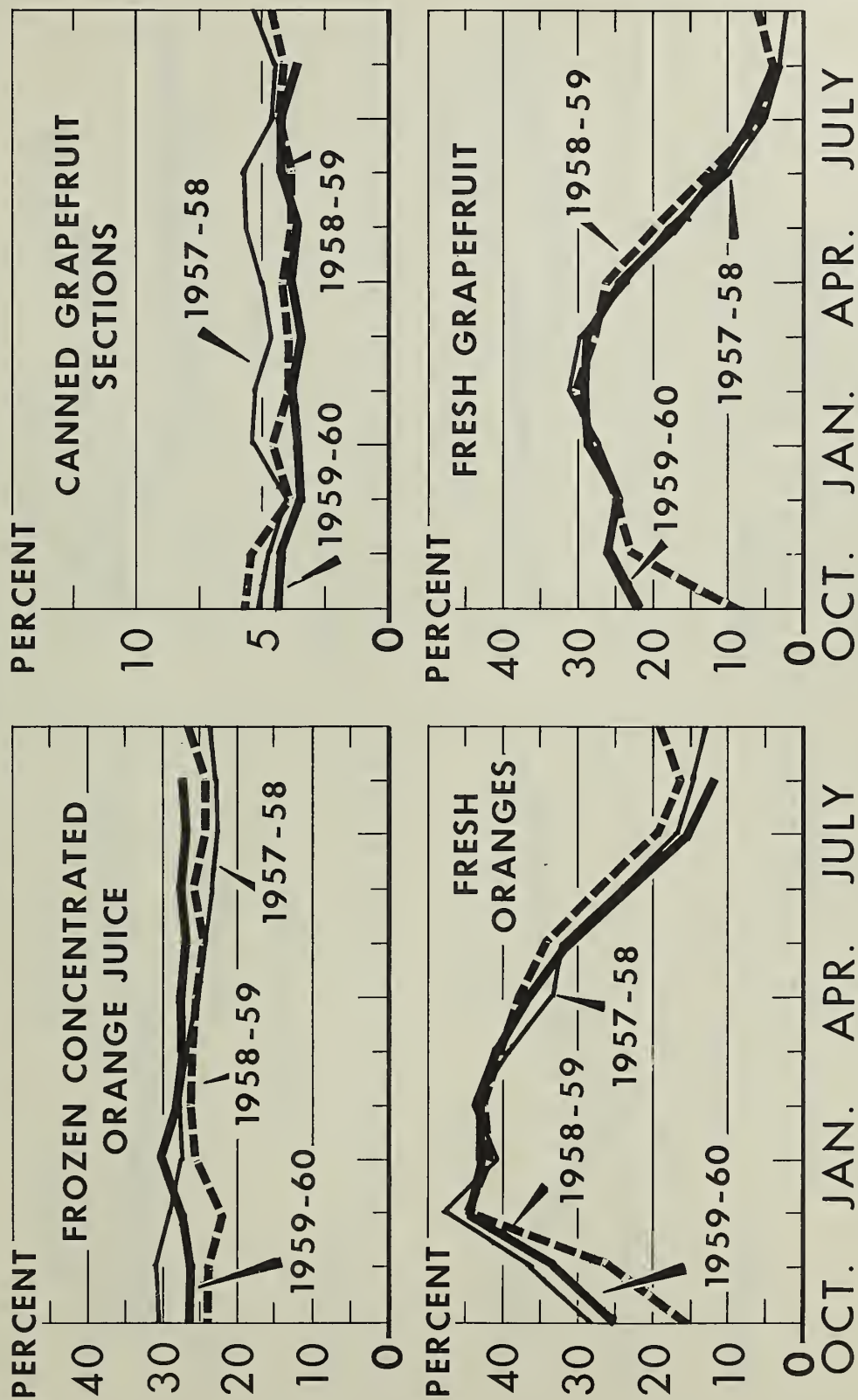
NEG. 6654-60 (11) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May	237	200	303	3.7	3.9	5.7	20.5	20.9	19.7
Jun.	269	233	312	4.5	3.9	5.8	20.7	20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.	269	276	292	4.3	4.4	4.7	20.7	21.1	20.2
Aug.	208	271	273	3.5	4.2	4.6	20.8	20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

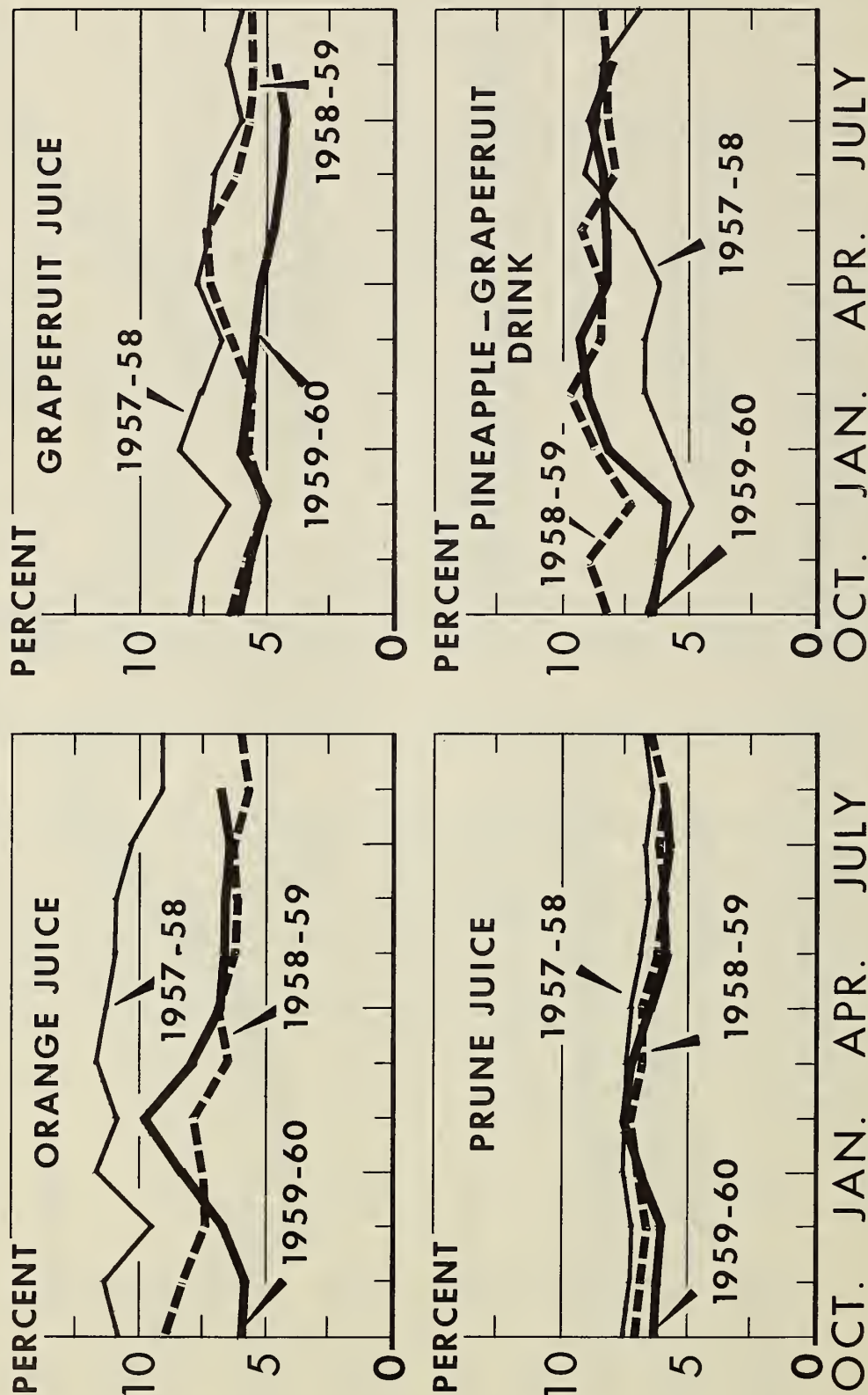
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT





# PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES





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